



HEADLINES

OF INTEREST TO BLUE CROSS & BLUE SHIELD PERSONNEL

OCTOBER 1, 1967



For TV, Radio Appearances on Medicare

"AWARDS" PRESENTED TO 3 PHYSICIAN RELATIONS REPRESENTATIVES

Special "Benny" awards were presented this month to three of our Physician Relations Representatives for their "outstanding performances" on radio and TV.

Physician Relations Manager, George Lewis presented the awards - - in fun - - to Jack Egan, Bob Drewek and Harry Privette for their participation in public information programs on Medicare.

The participation by these representatives was part of a serious program of cooperation by Blue Shield and Blue Cross to help the public understand how Medicare works and some of the problems that are involved in administering it. Jack Egan appeared on a TV panel in the St. Petersburg-Tampa area as did Bob Drewek in Ft. Lauderdale. Harry Privette participated on a radio program of the same type in Miami.

The awards were made during the Physician Relations Department meeting in Jacksonville on September 14 and 15. The representatives were meeting to plan special meetings with medical assistants throughout the state starting in October.



Physician Relations Representatives line up for picture taking following receipt of their "Benny" awards from George Lewis, Physician Relations Manager. From left to right: George Lewis, Bob Drewek, Jack Egan and Harry Privette.

Ode To A Hospital Relations Manager

The following poem was written to Mel Snead, Hospital Relations Manager, by Thelma Johnson in Blue Shield Claims when Mel made an emergency trip to the hospital for appendicitis in August.

Well, look who's a patient and lying in bed
With needles and bottles - what a way to be fed!

We think it's great whenever one can
To check out a hospital with experience first hand

But who ever heard of going this far . . .
To check on a hospital . . . to see if it's PAR

Routine chest we won't pay
Other X-rays - we're willing
Especially since Memorial is now on split-billing

But now that you've done it don't worry at all
About removing adhesive or the first "Urgent" call

Or black silk stitches, they have to come out
Not many get infected, but yours will no doubt

Don't fret when they waken you to give you a pill
So you can keep sleeping
Cause Blue Cross pays the bill

If the bath water's cold, and it's warm in the glass
These things sometimes happen
Even tho you're FIRST CLASS

Whatever you do, don't gripe or complain
'Cause you can't afford
"HOSPITAL RELATIONS" to strain.

DRIVE FOR GOODWILL INDUSTRIES SET BY EMPLOYEES CLUB

OCTOBER 16 - 27

If you've been thinking of doing some Fall cleaning in that hall closet or utility room, next month will be an excellent time to do it.

Your Employees' Club has planned a special collection program for Goodwill Industries starting October 16 and running through October 27 during which time special barrels will be placed in convenient locations at our Riverside, 400 and Fletcher building offices for you to deposit used clothing and repairable items such as small appliances, toys, etc.

Following a theme of "Not Charity But A Chance", Goodwill Industries operates as a non-profit corporation to help the physically handicapped regain a useful place in society. Through Goodwill

Industries the handicapped are able to relearn old skills and acquire new ones by repairing and mending discarded clothing and other goods. Your contribution of such items in our special barrels during this collection period will help greatly in meeting the needs of the Goodwill Industries.

The chairman of the collection committee is Barbara Davis, extension 294 at the Riverside office. Her committee members are Jackie Brickman, extension 235, Bea Tillman, extension 272, Charlie Webb, extension 251, and Karon Wilson, extension 321. Please contact one of these committee members if you have any questions. They will be happy to arrange pick up at your home of any items you find too large to bring in.

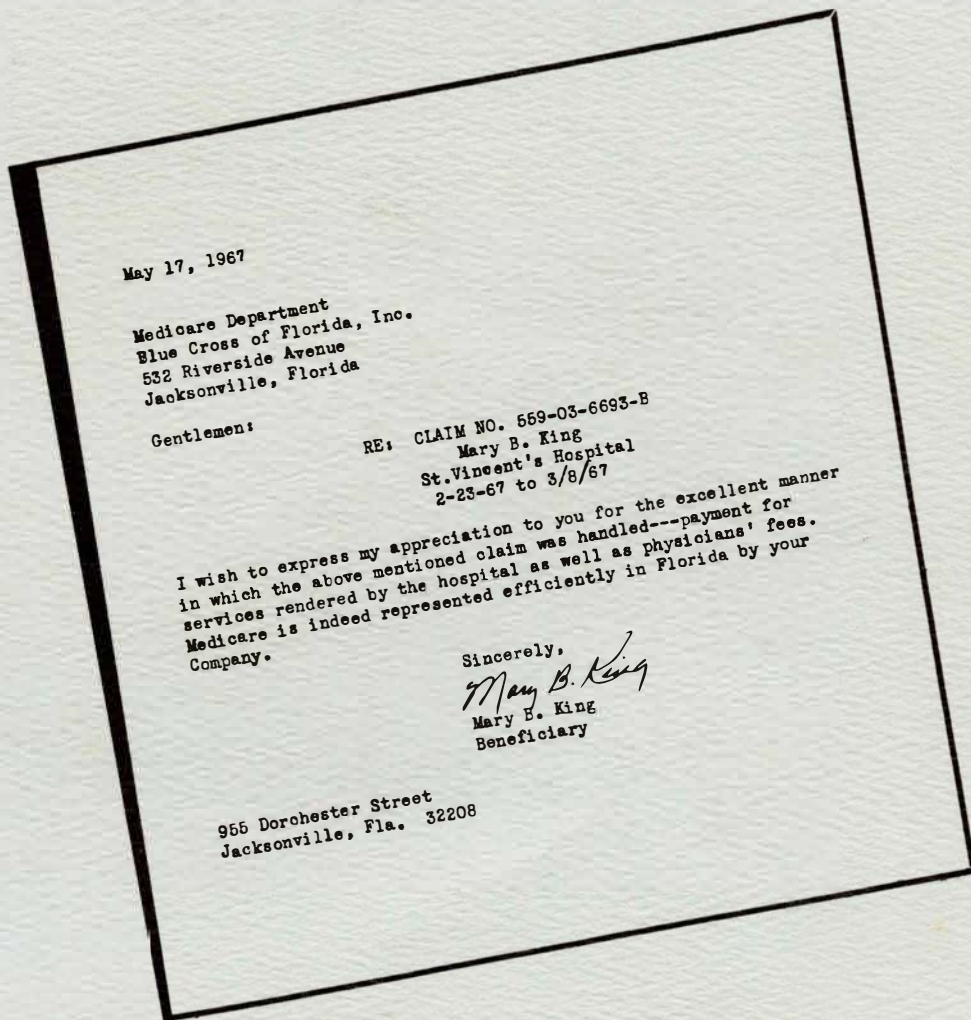
LETTER FROM BENEFICIARY POINTS UP GOOD JOB BEING DONE BY MEDICARE DEPARTMENTS

We've reproduced a letter from a Medicare beneficiary who took the time to thank us for the quick service she received on her Medicare claim. It should serve as a reminder to all of us that in spite of the adverse publicity that has come our way occasionally, our Medicare Departments are doing an outstanding job of helping thousands of Floridians meet their health care needs under Medicare.

For instance, during the first twelve months of Medicare's operation at Florida Blue Cross and Blue Shield, over \$125 million were paid out by Medicare Parts A and B for some 1,358,565 bills.

Unfortunately, letters such as this one from Mrs. King don't come too often because people tend not to say anything when they're satisfied, reserving their comments until something goes wrong. And things are bound to go wrong from time to time with an operation as large as Medicare. These have been the things you may have read about in the papers; isolated incidents of claim problems that have found their way to editors or congressmen and been somewhat blown out of proportion to the total picture.

The total picture is that hundreds of Blue Cross and Blue Shield Medicare employees are working day and night to help over 700,000 senior Floridians enjoy a return to good health with a minimum of worry over their hospital and medical bills. They are doing this through a system of payment that is unavoidably complex. The next time someone asks you what kind of job Blue Cross and Blue Shield are doing for Medicare, remember to tell them about Mrs. King and the thousands like her.



EMPLOYEES PICK UP SPORTS PACE WITH BOWLING, GOLF

Sports activity picked up around Blue Cross-Blue Shield in September with a golf tournament at the Fort George Golf Club and the formation of men's bowling teams. In addition the women's bowling league, which has been a favorite among the ladies for several years, recently started its winter league play with some ten teams of four players each.

The men have three teams of five players each and are competing in the City Industrial league. Both the men and women's leagues are bowling this year at the Plaza Lanes in Arlington.

There are still a few openings in both leagues and anyone interested should contact either Gene Morse (IBM) or Fran Patrinely (Enrollment) for details.

The golf tournament had twenty players competing under the Calloway system at the tough little Ft. George course. John Slye posted the low gross score with an 85 while Jerry White, Tom Kates and Bill Peaks split the prizes for low net score with 73s.

Ray Pack, Systems, gets set to smack one off the first tee at Fort George Golf Club (right) while (below) Bill King, Claims Consultant and Barbara Putney, Medicare Part B show winning forms at the Plaza Lanes.

